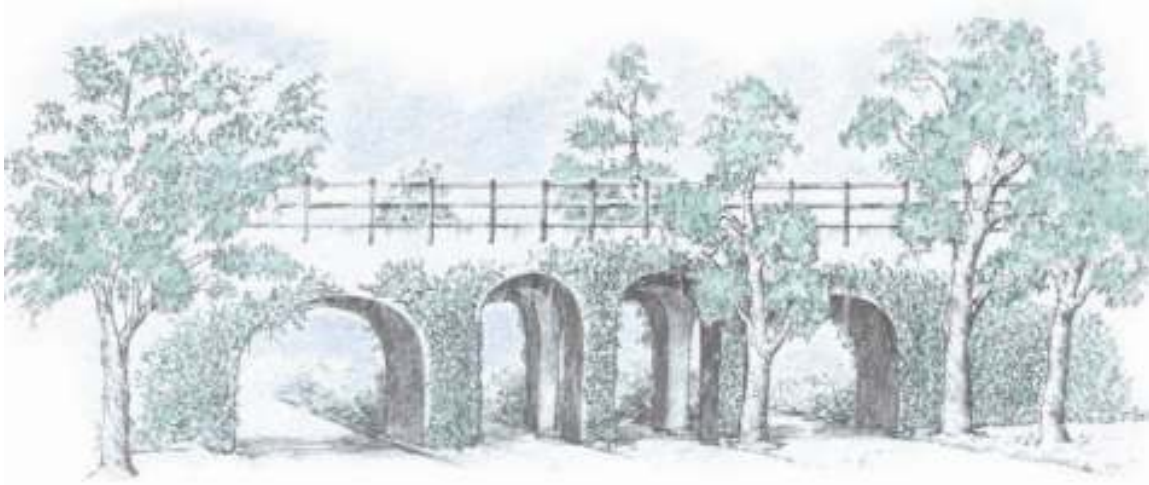


City of Torrance, California
Request for Qualifications (RFQ)
Citywide Website Redesign Project



City of Torrance | Office of Cable & Community Relations

3350 Civic Center Drive | Torrance CA 90503 | 310.618.5762

WebRedesign@TorranceCA.Gov | www.TorranceCA.Gov

Torrance, the eighth largest city in Los Angeles County, competes globally through its myriad of assets: diverse residents, flourishing businesses and safe communities. Over the years, Torrance continues to live out its motto as a balanced city.

The City of Torrance has a Council-Manager form of government. Torrance employs approximately 1,500 employees to provide general government, public works, public safety, transit, community development, sanitation, and recreational services.

Torrance Citywide Website Redesign Project

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I. Purpose

The City of Torrance ("City") is soliciting statements of qualifications and performance data for website design and development services for the City. The City's needs are outlined in the following Request for Qualifications ("RFQ"). The City is seeking a qualified website development vendor to replace the existing website.

The City's emphasis is on modernizing content management tools and database driven architecture while providing a user-friendly, widely accessible (devices and browsers), intuitive site structure, and an interface that is both attractive and ADA compliant. The City's website URL is currently www.TorranceCA.Gov.

II. Overview

- A. The City of Torrance is seeking to update its website to enhance the user experience, update its content management system, and provide better information and customer service to its site visitors, while meeting high standards for design quality and visual appeal.
- B. The City would like the redesigned site to emphasize marketing the City and its services first, serving as a resource second.
- C. The redesigned website must provide dynamic content presentation that keeps users engaged and informed. The City seeks to expand channels of communication to streamline messaging through online tools, including forums for civic engagement. Content sought by users must be easily found and navigation remain user friendly.
- D. The City would like to maintain a decentralized website content management system so that designated content editors within City departments can manage their content under the oversight of the City's Manager's Office. The City seeks to integrate current third party web applications into the new site for parking citation and water utility payment, recreation class registration, service requests, City Council agenda, minutes, and video archiving, and other City services.
- E. The City of Torrance seeks the assistance of a web design and development vendor ("Vendor") that can accomplish all of the functionality identified in this RFQ, through excellent website design, integration and content management system design. Also, the Vendor should have the flexibility of providing this functionality over time, if needed due to budgetary constraints, and maintaining a relationship with the City for potentially integrating additional features that may be needed in the future over the next 3 to 5 years.

III. City Technical Standards

- A. Windows Server 2012
- B. Microsoft SQL Server 2012
- C. VMware Virtual Servers
- D. Microsoft Internet Information Services
- E. VEEAM backup software
- F. Microsoft .Net applications

- G. McAfee Antivirus
- H. Cisco Ironport Proxy server and Cisco VPN

IV. Time Schedule

The City will follow this timetable:

- Issue Request for Qualifications (RFQ): Thursday, March 30, 2015
- Deadline for submittal of responses: Thursday, April 16, 2015 12:00 PM PT
- Selection and notification of vendors to interview: Thursday, April 30, 2015
- Web vendors interviews (online or phone) if needed: May 4 - 8, 2015
- Notify vendors selected: Thursday, May 14, 2015
- Issue Request for Proposals (RFP): Thursday, May 21, 2015

- A. All responses to RFQs shall be sent to:

City Clerk

City of Torrance

3031 Torrance Blvd. | Torrance CA 90503

310.618.2870

- B. Please place eight (8) copies and one (1) CD of your response and performance data in a sealed envelope and clearly label in the lower left corner "City of Torrance Website Redesign Project RFQ." This will be the only official response accepted. As a courtesy, email one PDF version to WebRedesign@TorranceCA.Gov. Do not fax, email, or telephone any other responses, they will not be accepted.
- C. All responses must be received by Thursday, April 16, 2015, at 12:00 p.m. PST.
- D. Responses should be prepared simply and economically, providing a straight forward, concise description of provider capabilities to satisfy the requirements of the request. Promotional materials are not desired. Emphasis should be on completeness and clarity of content. Use of recycled paper and printing on both sides of paper is desirable whenever practicable.
- E. Any questions concerning the City's specifications or RFQ process shall be directly emailed to WebRedesign@TorranceCA.Gov.
- F. All RFQ responses must include the following information:
1. Under section VII. Scope of Services, complete and return response to items A - E.
 2. Include a project approach summary for building a municipal website.
 3. Include a sample project schedule for building a municipal website with a targeted go-live date in January, 2016.
 4. Include pricing range/cost for services outlined (Effective January 1, 2015, **new California State prevailing wage law applies**).

V. Selection Process

The Project Management Team (PMT) will choose vendors to issue a Request for Proposals (RFP) by the following process:

- A. Consideration of vendor responses to the RFQ
- B. Responses and responsiveness of references
- C. Possible interviews of selected vendors
- D. Possible vendor online presentations

VI. Terms and Conditions

- A. The City reserves the right to reject any and all RFQ responses, and to waive minor irregularities in any response.
- B. The City reserves the right to request clarification of information submitted, and to request additional information from any Vendor.
- C. Any response may be withdrawn up until the date and time set above for opening of the RFQ responses. Any response not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide to the City the services described in the attached specifications, or until one or more of the responses have been approved by the City, whichever occurs first.
- D. The professional services contract resulting from acceptance of a response by the City shall be in a form supplied or approved by the City, and shall reflect the specifications in the future RFP. A copy of the standard contract is available for review. The City reserves the right to reject any proposed agreement or contract that does not conform to those specifications and contained in the future RFP, and which is not approved by the City of Torrance City Attorney's Office.
- E. The City shall not be responsible for any costs incurred by the Vendor in preparing, submitting or presenting its response to the RFQ or future RFP.

VII. Scope of Services

The intent of this RFQ is to enable the City of Torrance to evaluate experience, qualifications, and capabilities for developing and implementing a new City website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the items:

- A. Municipal Website Design Experience
 - 1. California municipal clients (please list city name and website URL)
 - 2. Other municipal clients (please list city name and website URL)
 - 3. If no previous municipal experience, please explain relevant government website experience (please list other government clients/URLs)
 - 4. References (minimum three references, including all contact information below)
 - a) Client Name
 - b) Client Contact Person
 - c) Phone and Fax
 - d) Client Address
 - e) Website Address
 - f) Service(s) provided
- B. Company Profile

1. Number of years in business
 2. Office location(s) (Include business address)
 3. Demonstrated company financial stability
- C. Team Members/Roles (list all personnel to be assigned to this project)
1. Name, title, role (e.g., project management, programming, graphics)
- D. Vendor Service Capabilities (describe all available)
1. Website development
 2. Software tools and/or Apps (e.g., Content Management System, CSR tool, Civic engagement tool or modules)
 3. Site maintenance
 4. Site hosting
 5. Client training
 6. Availability of robust self-service documentation and technical support
 7. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
 8. Meets U.S. Federal Government ADA requirements
 9. 24/7 support
 10. Security for both City staff and users
 11. Function across most popular browsers (Chrome, Firefox, Internet Explorer, Safari, etc.)
 12. Compatible design and function on multiple devices, including personal computers, mobile devices (smartphones, tablets, etc.), and manufacturers (PCs, Apple, Droid, etc.)
 13. Other
- E. Integrated Content Management System (CMS) and Website Functionality
- The listing below represents functional categories that the City desires to be included in its redesigned website and website content management system. This is not a comprehensive list: other items may be recommended or added prior to the RFP being issued. Many of the items listed exist in some form on the current City website or are in the process of being implemented. Vendors should understand how to work with these functions and propose options that best fit current City needs. Also, City is interested in input from Vendor as to options that could provide a better “fit” with current City needs with which Vendor has experience implementing. The City's new website Vendor must be able to provide the desired components shown. All items included below should be considered essential, except those designated as “OPTIONAL” under the module “Function” section. Vendors are asked to respond to all module functions. Possible budgetary constraints may require that this project be implemented in phases, such that all functions below may not be implemented in the initial phase.

Categories (note that in some cases the categories may not be mutually exclusive for a certain item listed, for example: a calendar function could be an integral component of a CMS, or could be a separate system. The groupings are to help clarify desired items.):

- Integration: regards bringing information from a separate or supporting system in to web pages as content

- Content: regards the presentation of web pages and content to browsers/users, or the content available to users
- CMS: regards the functioning of the web content management system to be used by City staff

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Integrated Content Management System (CMS) and Website Functionality

	CATEGORY	MODULE NAME	FUNCTION	OFFERED BY VENDOR (INDICATE: YES/NO)	VENDOR COMMENT
1.	CMS	Auto expiration of website content	Expiration dating & dated posting		
2.	CMS	Browser based website administration and content management	Update, delete, create and publish template based webpages		
3.	CMS	Intranet/extranet	Provide user profile access to restricted pages/websites based on user login		
4.	CMS	Microsites	An individual webpage or a small cluster of pages which are meant to function as a discrete entity within the website or to complement an offline activity		
5.	CMS	RSS Feeds out	Registered by function for users or other systems to subscribe/consume		
6.	CMS	Shortcuts	Web editor ability to redirect truncated URL		
7.	CMS	Website downtime notification/management	Ability to provide notifications on webpages to inform users of website down times, and to display "site down" message page during website maintenance		
8.	CMS	Workflow Page Management	Schedule deployment, approve and edit web pages		
9.	CMS/Integration	Site Search	Enterprise level search engine to deliver relevant results fast		
10.	CMS/Integration	Video Hosting	Server Storage		
11.	Content	Breadcrumbs	Or compatible navigation tool to assist with website navigation		
12.	Content	Business Loan Calculator	Computes or compares monthly loan payments		
13.	Content	Business Location Map	Maps businesses in Torrance with a current license		
14.	Content	Cascading Style Sheet	Use customizable templates and style sheets for web pages		
15.	Content	Conservative Use of Screen Space	Minimize side-bar displays, and limiting the amount of content below "the fold"		
16.	Content	Contact Us	Dynamic content		
17.	Content	Department Home pages	Dynamic content		
18.	Content	Directories, listings	Dynamic content		
19.	Content	Document repository	Portal to upload, store, and retrieve documents in PDF or Word		
20.	Content	Exit Page	Notice to website user when clicking on a link that leads to a non-City website		
21.	Content	Frequently Asked Questions	Dynamic content		
22.	Content	Fun and Facts	Interesting trivia about the city. Could include a game or Q&A.		
23.	Content	News Announcements	Dynamic content		
24.	Content	News Releases	Online Publishing		
25.	Content	Printable Pages	Print friendly function		
26.	Content	Public Notices	Dynamic content		

27.	Content	Responsive page design	Web pages should respond to the user's browser to provide appropriate formatting based on device/browser in use, without staff having to replicate content entry		
28.	Content	Rotating Photos/Banner Ads	Dynamic Image Display		
29.	Content	Search Engine Optimization	The process of affecting the visibility of a website in search engine results		
30.	Content	Site Search Virtual Tour of City Facilities	Visual or map tour of all rental facilities		
31.	Content	Tour Requests	Public Facilities		
32.	Content	User-based navigation	Intuitive design navigation features		
33.	Content	Wayfinder	Example> http://dolinsky.com/torrance		
34.	Content	Website Personalization	Tailoring the presentation of a website's content to match a specific user's instructions or preferences. Should use or be compatible with City's Single Sign On system listed on page 11.		
35.	Integration	Broken Link Checker	Discovers broken links in published website and automatically reports to City designee		
36.	Integration	Citizen Request Tracker	Self-serve request tracking with mobile app. (In implementation)		
37.	Integration	Dynamic content	Ability to generate web page content from City databases, RSS feeds, blogs, social media, etc.		
38.	Integration	Emergency Notification	Global site notification of emergencies		
39.	Integration	eNewsletters	Subscription and online publishing (Citywide, Downtown, etc.)		
40.	Integration	Hyperlink Utility	Link function and notification		
41.	Integration	Live Chat	Provide online assistance to users of the website		
42.	Integration	Mobile Citywide App	Connect to City Hall and access all apps from one location		
43.	Integration	Mobile Graffiti App (existing)	Easily report issues such as graffiti to the City of Torrance along with a photo and GPS location.		
44.	Integration	Mobile Library App (Boopsie)	The mobile app for Torrance Public Library, lets you locate and search your library catalog wherever you are. If you are a library card holder in and of the Torrance Public Library below, you can locate books, movies, music and more with easy search features designed for Mobile devices.		
45.	Integration	Mobile Service Request App	Request services such trash pick-up, pothole repair, etc.		
46.	Integration	On-line Ticket Sales	Performances at the Cultural Arts Center		
47.	Integration	Open Data Portal	Find data to conduct research, develop web, online, and mobile applications, and generally learn more about the City. Allows you to subscribe to changes in datasets, request new datasets, and participate in discussions with other users.		
48.	Integration	Permits	Oversize Vehicle Parking Permit Application, Residential Parking Permit, Building Permit Application, Filming Permit		
49.	Integration	Single Page of Booking All City Facilities on Single Page	Co-locating availability of all facilities into one page for reserving making reservations of public space, parks, theatres, meeting rooms		

50.	Integration	Social Media	Interface with social media sites		
51.	Integration	Third Party vendor software interface/integration	Interface with current third party systems such as: Granicus, Everbridge, City of Inglewood, Boopsie, Accela,		
52.	Integration/Content	Agenda Management	Upload Manage agendas		
53.	Integration/Content	Bid Responses	Allow businesses to submit responses to RFQ and RFP		
54.	Integration/Content	Citywide Calendar: department, City, community	A comprehensive listing of events hosted by the City of Torrance (City) with detailed information about each event. The calendar also includes events submitted by non-profit, community and service organizations as approved by the City for posting. All content published on site automatically feeds into the calendar		
55.	Integration/Content	Crime Statistical Map	Graphically shows reported crime		
56.	Integration/Content	Dashboard Fire Dept.	Current Fire Incident Data Information/Streaming		
57.	Integration/Content	eNotify	User-managed electronic subscription for communications such as web page updates, new postings, etc. including notes about what changed		
58.	Integration/Content	Maps	Dynamic location, interactive		
59.	Integration/Content	Online Forms	Online fillable forms/publishing/tracking		
60.	Integration/Content	Photo Gallery	Dynamic content		
61.	Integration/Content	Survey/Polling capability	Poll Question/answer tracking (Optional)		
62.	Integration/Content	Website analytics	Website usage, analytics and site audit reports		

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Vendor should be able to work with current e-Services providers, integrate those e-Services or provide a replacement solution into the design of the site. Vendor should have capability to maintain connection and browsing speed in the future.

Existing Public Internet Based Applications:

- Business License Renewal, Look-up
[Coming soon]
- Calendar of Events and Activities
<https://www.TorranceCA.Gov/Events>
- Emergency Notification System
www.TorranceCA.Gov/TorranceAlert
- Graffiti and Shopping Cart Retrieval Mobile App
Torrance Graffiti: <https://iTunes.Apple.com/US/app/Torrance-Graffiti/id372428265?mt=8>,
<https://play.google.com/store/apps/details?id=com.apporder.myTorrance>
- Library Mobile App
Boopsie <http://www.Torrance.Boopsie.com>
- Parking Ticket System
<https://www.DSPayments.com/Torrance>
- Single-Sign On System
<https://sso.TorranceCA.Gov/>
- Video Streaming and Archiving all programming and City Council Meetings
<http://www.TorranceCA.Gov/1055.htm>
http://Torrance.Granicus.com/ViewPublisher.php?view_id=8
- Water Bill Payment
<https://Torrance.GWFathom.com/>

Existing Microsites:

- Election
www.TorranceVotes.Org
- Recycle Torrance
www.RecycleTorrance.Org/
- Torrance Art Museum
www.TorranceArtMuseum.com/

F. Vendor/Municipal Contract Performance Management (Please provide three examples that include all of the following):

1. Client name
2. Contract amount
3. Contract duration
4. Project outcome

VIII. Compensation

A. Following the issuance of an RFP, and selection of the most qualified Vendor on the basis of demonstrated competence and qualifications for the type of professional services required, the City will negotiate a price which it determines is fair and reasonable. If the City is unable to

negotiate a satisfactory contract with the Vendor selected, negotiations with that Vendor will terminate and the City may select another Vendor.

- B. Payment by the City for the services will only be made after the services have been performed, an itemized invoice is submitted in the form specified by the City and approved by the appropriate City representative. Payments will be made based on the completion of milestones identified and agreed upon during the contract negotiations and thirty (30) days after receipt of such invoice.

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